

WE ANNOUNCE the Initial Appearance on Sunday, March 3, 1918, of the **GRAVURE SECTION SUPREME**—the perfection of pictorial Sunday sections—a newspaper without words which will be the **FINEST PICTURE PRESENTATION** of **WORLD NEWS** ever offered. Produced by the Intaglio Process.

HEARST'S PICTORIAL GRAVURE SECTION

To Appear **EVERY SUNDAY** Simultaneously in
The New York Sunday American

The Chicago Sunday Examiner

The Boston Sunday Advertiser and American

➔ **With a Combined Circulation of Over 1,500,000** ◀

THIS great "Newspaper Without Words" will be unique in its class, with a fund of vitally interesting pictorial matter at its command not possessed by any other publication in the world.

The events of the world's news—great works of art and interesting scenes—will be reproduced in the matchless form afforded by this wonderful engraving and printing process. The fidelity of the reproduction is unsurpassed.

As an advertiser, your goods and your finest art work are reproduced true to life, *with nothing left to the imagination.*

It is interest-compelling and insures the advertiser one hundred per cent. reader attention.

The good picture tells your story at a glance. *To print your pictures with photographic perfection you must use this section.*

Imagine over 1,500,000 copies, with at least three readers to each copy—the *assured attention of over 4,500,000 people!*

*Drawing Weekly Upon the
Wonderful Pictorial Resources of
The International Film Service
The International News Service
The Hearst-Pathe Weekly
And the Great News-Gathering Organizations of
the Hearst Newspapers*

THIS is a time when *cost of advertising* and *actual productiveness* must be taken into account as never before.

It has been proved that for certain lines of advertising which demand *photographic perfection* in illustration, the Gravure Section of the Sunday newspaper is *peculiarly productive.*

This new section provides the best of this character of advertising available to either the national or local advertiser.

And it can be bought at a lower rate, per line per thousand of circulation, than has ever been asked for advertising space in a gravure section.

CONTRACTS already scheduled indicate the rapidity with which the advertising space available in the **HEARST PICTORIAL GRAVURE** will be taken up.

The largest national advertisers, who heretofore have been unable to utilize this most attractive form of advertising, because it did not provide sufficiently large, national circulations, are already contracting for and reserving space in liberal quantities.

The space necessarily is limited, and *will be kept limited.*

It is advisable for advertisers and advertising agents to make reservations as far in advance as possible. Forms close fifteen days before publication.

Important to Advertisers

Advertising space in *Hearst's Pictorial Gravure* will be sold in each of the three papers separately, or in the three papers combined, giving both national and local advertisers an opportunity to use this valuable medium.

For Advertising Rates and Reservations, Address

A. J. Kobler, Advertising Manager

American Circle Building, New York